

Creating a new scientific journal is normally a decision that requires a long term commitment and plan. We, however, have not followed this well worn path. Following the conference, "Media Credibility" held at the University of Zagreb's Faculty of Political Science in June 2010, we originally planned to publish only the conference papers. The response from scientists from as many as nine universities from the region was, in short, overwhelmingly positive and underscored the importance of the topic as well as the constant and unavoidable role of the media in society. Unplanned and almost in one breath, and as a result of the contagious energy that permeated within the faculty (and, we might add, the lack of red tape) the Faculty of Political Science and the University of Zagreb proudly unveil a scientific journal dedicated to media, communication, journalism and public relations – *Media Studies*. Our initiative was officially accepted at the meeting of the Department for Journalism and Public Relations at the Faculty of Political Science, on 20-10-2010 – a date that perhaps symbolizes the fluidity of this journal's creation, from its inception to print. As well, it was warmly welcomed by the Croatian Communication Society, the co-publisher of the journal. The unreserved willingness for cooperation and unselfish assistance of the members of the editorial staff, editorial council, consulting editors, a truly inspiring team of collaborators, and the publisher have made the challenge a truly worthwhile endeavor.

The first double issue is specific to the origins of this project. *Media Studies* opens with an article written by Professor Peter Dahlgren from the University of Lund, a guest lecturer who visited our Faculty in November 2010. The articles that follow stem from the conference "Media Credibility"; each contributes a rigorous analysis of a selected topic within the field, and encourages others to join in the scientific discourse. The next conference is planned for June 2011 at the Faculty of Political Science at the University of Belgrade.

Our goal is to make *Media Studies* internationally recognized as a scientific forum for current, relevant, and original analysis about media and the various forms of communication with strict adherence to peer review procedures that will guarantee its continued excellence.

We look forward to your contribution!

**Viktorija Car**

Chief Editor

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